



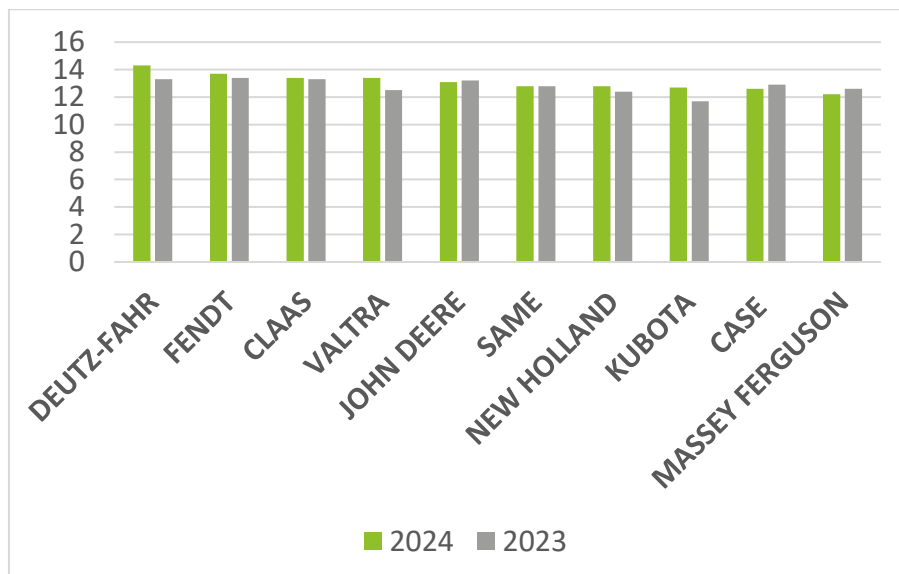
Treviglio, 31<sup>st</sup> January 2025

## DEUTZ-FAHR TAKES FIRST PLACE IN THE DEALER SATISFACTION INDEX 2024

DEUTZ-FAHR has taken first place in the Dealer Satisfaction Index (DSI) 2024. The year's results were announced during the press conference organised by CLIMMAR for the EIMA 2024 trade fair.

DEUTZ-FAHR's performance recorded an average score of **14.3**, marking a significant increase of **+1 point** compared with the previous edition. Over the past three years, thanks to a continuous improvement process, DEUTZ-FAHR has jumped from third place in the rankings to reach the top spot in 2024.

DEUTZ-FAHR achieved first place in the ranking thanks to its high score in the "Marketing" section (14.4 points) and the "Manufacturer-dealer relations" section (15.1 points), thus demonstrating the effectiveness of its strategies geared towards sales support and constant attention to its dealers.



Source: <https://www.climmar.com/news/climmar-branch-report-and-dealers-satisfaction-index-at-EIMA-2024>



"This is the result of our constant commitment to developing and offering quality products in line with market needs, confirming that collaboration with the dealer network and attention to dealers' needs are the key to guiding the future of agriculture to new heights of innovation and efficiency" said Alberto Bellini, SDF Global Product & Business Development Group Director. –

"In addition to being state-of-the-art items, our products are designed to guarantee high quality and ease of use, making daily work that much more efficient."

"With this important recognition, DEUTZ-FAHR consolidates its position as a trusted partner for its dealers, who appreciate its operational flexibility in an increasingly competitive market" said Alessandro Maritano, Chief Commercial Officer of SDF. "We'll continue to work to consolidate our brand to make it increasingly recognised as a point of reference within the agricultural machinery sector, and to strengthen our relationship with our dealers in order to offer a customer experience increasingly attentive to their needs."

**What is the Dealer Satisfaction Index (DSI)?**

The DSI is an annual survey conducted by CLIMMAR, providing an accurate assessment of the relationship between manufacturers and dealers. The 2024 questionnaire, conducted from 4th April to 31st May, consisted of 15 sections and 73 questions and involved dealers from 11 European countries.



For more information, visit [DEUTZ-FAHR.com](http://DEUTZ-FAHR.com)

#### About DEUTZ-FAHR

DEUTZ-FAHR is a leading German brand operating at the vanguard of high technology for agriculture, with its evolving series of tractors. Its production presents a powerful idea of what new agriculture is becoming. In its luxurious design thinking, our production relies heavily on internal collaborative efforts. DEUTZ-FAHR stands for tractors and agricultural machines of proven quality and performance. The heart of DEUTZ-FAHR is based in Lauingen (Germany), where the high-performance tractors ranging from 120 to 336 HP are manufactured in Europe's most modern tractor production plant to fulfil the needs of farmers worldwide.

[www.DEUTZ-FAHR.com](http://www.DEUTZ-FAHR.com)

#### SDF

SDF is an Italian multinational company based in Treviglio (Bergamo, Italy), among the world leaders in the production of tractors, agricultural harvesting machines, autonomous electric tractors and diesel engines. SDF distributes its products under the brands SAME, DEUTZ-FAHR, Hürlimann, Grégoire and VitiBot. The tractor line-up covers a power range from 25 to 336 hp, while the harvesting machine range goes up to 395 hp. In nearly a century of history, SDF has contributed significantly to the mechanization of the agricultural sector, leading a successful international expansion path and being a driver of the digital transformation of agriculture. Today SDF produces "smart tractors" designed for increasing operational efficiency and productivity with a focus on Agriculture 4.0. SDF can rely on 8 production sites, 14 sales subsidiaries, 2 joint venture, 155 importers and over 3,100 dealers and it employs more than 4,400 people worldwide. In 2023, the Company recorded revenues of 2,031 million euros and an EBITDA of 15.9%.

[www.sdfgroup.com](http://www.sdfgroup.com)